

URBAN CORE SPECIFIC PLAN

Advisory Committee - April 13, 2005

Meeting Summary

The 7th meeting of the Advisory Committee convened at the Auditorium in the Main Library to discuss revisions to draft concepts for Urban Core streetscapes, cross sections and gateways as well as introduce the draft urban amenities and incentives program.

Mayor Padilla welcomed those in attendance and Advisory Committee members provided self introductions. Mary Ladiana announced dates for the next meetings: May 18 and June 29. Erik Justesen, RRM Design Group Principal, provided an overview of the project and progress to date for the benefit of new attendees.

Streetscapes

Erik Justesen presented streetscape highlights for 3rd Avenue, H Street, Broadway and F Street that have been revised based on comments received at the March meeting.

3rd Avenue will provide broader sidewalks and pockets of angled parking to create opportunities for “mini plazas.” Design elements include brickwork, simple furnishings and tile banding for storefronts.

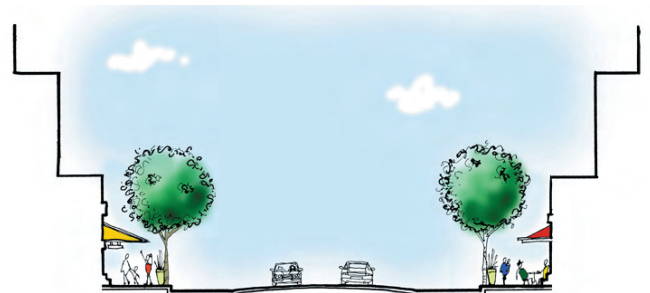
H Street will be 6 lanes in width between the I-5 and Broadway, and 4 lanes in width east of Broadway. More



contemporary elements include textured concrete and scored paving. No changes to the existing widths of public rights of way are proposed. Wider sidewalk area, plazas and amenities may be provided possibly through larger setbacks and/or easements.

Broadway design treatments will be similar to H Street with reductions in parallel parking in some areas to provide wider sidewalks and more trees.

F Street will provide enhanced pedestrian walkways and trees as well as bikeway improvements to link with the Bayfront.



Gateways

Committee comments and direction from the last meeting were summarized. The comments will form the foundation for gateway policies and design. Emphasis was given to highlighting Chula Vista's unique qualities and using a variety of themes such as flight, early California, and tying in with existing 3rd Avenue branding efforts. Specific gateway designs will be developed as a plan implementation action.



community benefits of the proposed Specific Plan are very well communicated and perhaps should be in a separate chapter. Regarding lighting, Councilmember Rindone asked that not only aesthetics be considered, but also safety and security.

Public comments were solicited regarding the topics covered. Public comments included:

- Provide strong enforcement of new standards
- Encourage "life" at the back of buildings as well as at the front.
- Need artistic, not just bright, lighting.
- Projects should provide their own open space.
- Encourage saving older buildings.
- Consider latin influence.
- Want beautiful places like Pasadena's Huntington library, rose gardens, art galleries.
- The Specific Plan should be grounded on clear stated values -- make sure these are included in the plan.
- Amenities should be flexible and negotiable.
- Concern that residents will lose their homes.

Urban Amenities and Incentives

Mark Brodeur presented the preliminary urban amenities and incentives program. Urban amenities enhance the quality of life by encouraging pedestrian-friendly design, beautification, mixed-use, affordable housing, and access to public transit, parks, and community facilities. Many urban amenities will be required as development standards while some will be provided as a result of incentives.

Incentives proposed include increases in floor area ratio (FAR) for desirable amenities such as affordable housing, and enhanced recreational areas and public parks/plazas.

Comments

Committee members asked that opportunities for artistic events such as art shows and performances be provided, not just in plazas. Also affordable housing is important. Perhaps lining paseos with shops would provide additional opportunities for active retail. Kiosks and outdoor dining are desirable. Creating an interesting skyline is important. Mayor Padilla underscored the importance of ensuring that the

